

MINUTES  
CITY PLAN COMMISSION/COMMUNITY ENGAGEMENT  
SPECIAL MEETING

JUNE 12, 2008

The City Plan Commission of the City of Clayton, Missouri, met on the above date at 5:30 p.m., Chairman Harold Sanger presiding. Upon roll call, the following responded:

Present

Chairman Harold Sanger  
Steve Lichtenfeld, Aldermanic Representative  
Lenore Toser-Aldaz, Acting City Manager  
Jim Liberman  
Debbie Igielnik  
Marc Lopata  
Scott Wilson

Absent:

None

Also Present:

Catherine Powers, Director of Planning & Development Services  
Jason Jaggi, Planner

PUBLIC FORUM/CONCEPTUAL REVIEW – BROWN SHOE – MIXED-USE, MULTI-PHASED PROJECT – 8300, 8400, 8498 & 8500 MARYLAND AVE. & 61 TOPTON WAY

Mayor Goldstein explained that this project, in addition to this conceptual presentation this evening, will go through the normal phases of approval including a conceptual presentation of the architectural aspects before the City's Architectural Review Board as well as formal presentations to the Plan Commission/ Architectural Review Board and Board of Aldermen. She advised that there will be ample opportunity for questions and comments from the audience and asked that, although all comments and questions are welcomed, comments and questions be kept as brief as possible and that comments and questions not be repeated. She indicated that questions and answers are going to be kept to 3 minutes so that everyone will get the chance to speak. She assured everyone that in addition to the meetings, the elected officials, City staff and development team will also be available for contact. She indicated that the purpose of this meeting is to educate the community and to seek input from all stakeholders. She advised that another special presentation/meeting will take place at Wydown Middle School on June 24<sup>th</sup>.

Chairman Sanger welcomed everyone to this special meeting. He indicated that this is conceptual only and therefore, no vote will be taken. He stated he will first ask City staff for an overview of the project after which the presentation by the applicant will be heard and then questions and comments will be sought.

Catherine Powers explained that the proposed redevelopment would occupy several properties fronting the south side of Maryland Avenue, currently used by Brown Shoe Company, as well as the adjacent surface parking lot at 61 Topton Way. Additionally, the Center of Clayton and Clayton High School parking areas would receive modifications to support the development. Combined, the site totals approximately 12.8 acres. Brown Shoe Company is requesting conceptual review of the following components:

Phase 1:

This phase would contain two connected office buildings totaling 885,000 square feet; one building would be six stories (115 feet tall) and the other would be 18 stories (285 feet tall). The office buildings would contain 130 parking spaces beneath. The proposed office building would be used primarily for Brown Shoe Company's new headquarters. To the rear of the office building would a (9-stories, 110 feet) multi-level parking structure, containing 2,100 parking spaces. Also proposed are the realignment of Gay Avenue, a new parking lot for Clayton High School, and a new street serving Clayton High School and the Center of Clayton.

Phase II (A, B, C):

This phase will contain two office buildings totaling 543,000 square feet; one building would be 8 stories (140 feet tall) and the other would be 14-stories (225 feet tall). Retail is proposed on the lower levels of each office building facing Maryland Avenue totaling 70,000 square feet. To provide parking for this phase, a new 5 story parking garage providing 2,170 spaces is proposed. Surface parking for the retail uses is proposed facing Maryland Avenue. Also proposed in this phase are three residential towers located on the eastern portion of the site. The tower on the northwest corner of Topton and Maryland is proposed to be 18-stories (225 feet tall); the second tower is immediately south containing 16-stories (205 feet tall); and the third tower is proposed on the southeast corner of Topton and Maryland at 14-stories (190 feet tall).

Catherine indicated that the entire project will consist of approximately 3.4 million square feet of building area, a Floor Area Ratio of 6.17, and 5,410 parking spaces. The proposed development would add a significant amount of office space to Clayton and adds a significant retail presence to this area of Clayton. Catherine indicated that City staff is very enthusiastic about the possibility of bringing a new vitalization to this area which would create a new identity to the western business district. Due to the long term, multi-phased nature of this development proposal and other possible development proposals, staff feels that a new zoning district should be created which will allow the Plan Commission to evaluate and review each phase of the project. Catherine stated that the draft zoning district regulations will be presented at the June 16<sup>th</sup> Plan Commission meeting. Catherine stated that staff's recommendation is to review the proposal and solicit input.

Chairman Sanger stated he will now call on Bob Clark to begin the presentation. He asked that all cell phones be turned off or rendered mute so as not to disrupt the meeting. He asked, also, that individual conversations be taken outside the meeting room.

Mr. Bob Clark, President of Clayco (project developer, along with Hutkin Properties and US Equities) was in attendance at the meeting. Also in attendance representing the project were:

Mr. David Hutkin  
Andy Worman  
Lance Cage  
Larry Chapman  
Gary Feder  
Greg Smith  
Ron Fromm  
Chris Cedergreen

Mr. Clark thanked the City for this opportunity and indicated their excitement regarding this project. He stated the primary reason for this meeting is to introduce the project to the City of Clayton and to the public. He stressed that the project is not currently in its final form and that nothing at this time is “fixed” nor are any architectural aspects defined. He stated that this evening they wish to convey the project concept, development strategy and general massing of the project and receive feedback. He stated that Brown Shoe desires to keep their headquarters here in Clayton, where they have been since 1952. He introduced Ron Fromm of Brown Shoe to the members.

Mr. Fromm stated that they have been working on this very exciting and dynamic project for two years. He stated this project has a tremendous amount of support.

Mr. Clark began a PowerPoint presentation. He first pointed out the location on a map of the project area. He stated that they believe this project will be the front door to the western entry of Clayton and will connect to the recreation center, high school and Shaw Park. He stated they are here today to retain Brown Shoe to the marketplace and 1,300 existing and new jobs, provide major infrastructure improvement, create an economic engine for the City, and create a physical context for the high school. He stated the site challenges include failing and inadequate infrastructure, lack of visibility/introduction to The Center of Clayton, and lack of landscaping. He stated the site advantages include that it is the front door to Clayton, a world class recreation center, a nationally recognized high school, and adjacency to Shaw Park. He stated their goal today is to focus on the objectives (environment, nature, sustainability). He stated the project will be LEED Certified, provide fantastic landscaping (providing 43% open space), water features and natural products. They want to make this project pedestrian friendly. Slides depicting various landscape images were presented. He stated the true mixed-use project will have to be constructed in phases. A brief description and slides of each phase was presented. Phase 1 consists of a two building office structure, a garage, a new street and circle drive, new surface parking lot at the high school and new high school entry way. Phase 2a consists of additional office buildings, retail, surface parking, residential, and an additional garage. Phases 2b & 2c consist of additional residential towers containing various residential uses (i.e. apartments, condos, lofts). He stated that Phase 2c is not bound by the current project. A brief description of LEED overview was provided as well as its importance. Slides depicting pedestrian pathways, traffic & circulation and site utilities were

presented. Mr. Clark then introduced Larry Chapman, who will discuss the projected real estate tax benefits of the project.

Mr. Chapman indicated there are a number of reasons for abatement. He stated that very early on in the process, several communities were attempting to get Brown Shoe to their community and were presenting very generous offers. He indicated that Clayton is very vibrant with a lot of new buildings, new housing, etc. He stated that they have to overcome the City's infrastructure problem in order to accomplish this project. He stated that with regard to real estate impact; currently the 12.5 acre Brown Shoe property brings in just over \$1 million per year; the development of this campus will include tax abatements and assessments dependent on the various uses. He stated initially they will ask for more than 50% abatement which will dwindle down as the project develops. He stated if the project is successful, they anticipate growth up to four to five million dollars in real estate taxes over the first 10 to 15 years, 10 million dollars as they approach 20 years up to 12.6 million dollars into the economy after the project's 20<sup>th</sup> year. He referred to the slide which describes community benefits including the introduction of 670 new Brown Shoe jobs to Clayton, the 630 Brown Shoe jobs retained as well as an anticipated 3,000 new jobs once the development is completed.

Mr. Clark briefly reviewed/discussed the concept model. He reminded everyone that this is strictly conceptual and not near final form.

Catherine Powers noted that since this is conceptual, nothing that is said by any party is binding.

Chairman Sanger solicited questions/comments.

Jim Liberman asked about this project's effect on the high school.

Mr. Clark indicated that they met with Ted Christner and Dr. Senti as recently as this week. He indicated that they have seen the conceptual plans

Jim Liberman asked if there is room for the high school to grow once this project is complete.

Mr. Clark replied "yes".

Marc Lopata indicated that the area of growth for the high school is on the west side by the mulch pile.

Debbie Igielnik asked about the high school project's time-line.

Mr. Clark stated it is in planning stages right now. He indicated that for this project to be facilitated (relocating Gay Avenue), a land swap with the high school must take place. He stated that the high school will receive new infrastructure, new parking lot (they retain their parking spots). He indicated that about 1.3 acres will be purchased from the high school, but there will not be a net decrease in the amount of lost land since some parking in the new garage will belong to the high school.

Jim Liberman indicated that he would like to see a little more welcoming to the high school property itself.

Steve Lichtenfeld asked Mr. Clark to address traffic concerns that could occur with the number of residential and office uses.

Mr. Clark indicated that the City of Clayton will engage the traffic study, but that there is no question that the project will have an impact on traffic. There are already concerns about traffic between Gay Avenue and 170. He stated their intention is to carefully study what the traffic engineer (report) states and take steps to negate problems.

Debbie Igielnik asked about the traffic impacts of the area west of Brentwood Boulevard.

Catherine Powers indicated that generally, neighboring streets are considered.

Chairman Sanger asked Mr. Clark to briefly discuss the garage; its uses and access by the public.

Mr. Clark indicated that the 2,232 space garage will basically be public, but will service the Brown Shoe Project, other tenants and some for the recreation center and high school. Full access by the public will be available in the evenings and weekends.

Marc Lopata asked if parking will be free.

Mr. Clark replied “yes”; for the high school & recreation center and public. Tenants will pay market rate.

Marc Lopata asked Mr. Clark to briefly discuss the pre-development planning that needs to be achieved before the different phases can happen.

Mr. Clark explained that currently, they are working on the incentive processes through the County and the City. He stated they also need to go through the typical planning, zoning and architectural review process for each building. He stated they hope to go through these processes as quickly as possible so as not to put too much pressure on the community. He stated they would like to break ground in September with full construction to begin in October with Phase 1, so Brown Shoe can occupy, to be complete in mid 2010.

Marc Lopata asked if Brown Shoe is the driving force of Phase 1.

Mr. Clark replied “yes”.

Marc Lopata asked what will drive Phase 2.

Mr. Clark indicated that Phase 2 will be a market driven phase; however, the developer (Clayco and US Equities) are purchasing the property. He stated they plan to immediately tear down the existing Brown Shoe facility and parking garage and go through the planning approval process in 2009 and early 2010 so they can start construction immediately.

Chairman Sanger asked if Brown Shoe is selling the three development partners (Clayco, US Equities and Hutkin Properties) the property.

Mr. Clark replied “yes”.

Chairman Sanger asked if the property will then be leased back to Brown Shoe.

Mr. Clark replied “yes”.

Scott Wilson asked what would prevent Phase 2 from happening and if the existing Brown Shoe facility and parking garage would still be demolished.

Mr. Clark stated their intention is to demolish the existing Brown Shoe building and parking garage and that they have already identified a number of tenants for the second part of the office building and that they have great confidence that they will be able to lease out the 70,000 square feet of retail by the time they break ground.

Steve Lichtenfeld asked what type of retail they are considering assuming that Phases 2a, b and c are completed.

Mr. Hutkin indicated they hope to capture tenants such as those on Maryland Avenue between Forsyth and Brentwood Blvd. (mix of small shops: high end boutiques, women’s wear, high end footwear, high end grocer, etc.).

Jim Liberman asked the total retail space in The Crescent.

Mr. Hutkin indicated about 35,000 square feet. He stated they do not envision a large Borders Bookstore, or another type of large anchor store. He stated they are not going to be like The Boulevard across from the Galleria.

Steve Lichtenfeld asked if a hotel component is being considered for this project.

Mr. Clark replied “yes”. He stated they have a couple of ideas of a location for a hotel for Phase 2a.

Scott Wilson commented that this project has the potential to be one of the largest LEED projects in the Midwest.

Mr. Clark indicated that although they cannot commit to any specific level right now, it is their goal to reach as high as they can. He stated that Clayco is currently undergoing two platinum certified projects.

Marc Lopata asked what the chances are in providing affordable rental residential in Phase 1.

Mr. Clark stated it is very unlikely in Phase 1 since no residential is proposed for Phase 1; however, he would not rule out the possibility of considering it for the future Phases.

Chairman Sanger solicited audience questions and/or comments.

Mr. Charles Cook, 205 N. Central, asked if the building on the west side of Gay Avenue facing Maryland will be demolished.

Mr. Clark replied “yes”.

Mr. Cook asked how this will affect the US Bank building.

Mr. Clark indicated it will not affect the US Bank building.

Ms. Lucy Hoblitzell, 159 Gay Avenue, voiced her concern about Phase 2’s building heights. She asked how the “charming” feel of the project can be accomplished with such tall buildings.

Mr. Clark indicated that studies are being done. He pointed out that each building is shown at its highest possible. He referred to the model and stated that all of the buildings will not be built as high as shown because the density referred to in the model is more than they are going to be asking for. He indicated that the building on Maryland Avenue in Phase 2 will most likely only be 5 or 6 stories, with the taller building behind it.

Chairman Sanger noted that a shadow study is required as part of the process.

Mr. Clark noted that the shadows, even in the most extreme winter conditions, the shadows barely reach across Maryland Avenue.

Chairman Sanger asked Mr. Clark to briefly discuss density and the number of people expected in these buildings.

Mr. Clark indicated that they are planning on 1,300 jobs for Brown Shoe, up to 600 more jobs in that building and as many as 1,500 in the other two office buildings, with much less in the 70,000 square feet of retail. He stated that there are a high number of Brown Shoe employees who travel and do not spend a lot of time at the headquarters.

Mr. Marion Freeman, 227 Crandon, asked if there will be access from the parking garage to Hunter Avenue.

Mr. Clark replied “no”.

Mr. Richard Woolley, 8322 Kingsbury, voiced his concern about traffic. He mentioned widening Ladue Road from Gay Avenue to the I-170. He stated that between 4 and 5 p.m. on a typical work day, traffic is backed up from I-170 up to Straub’s and the difficulty getting through the intersection because of the large amount of left turns that are made between Gay Avenue and I-170 without a designated left turn lane. He then mentioned that when the high rise Medve buildings at Tipton and Maryland were constructed in the 50’s, the contractors hit solid rock when they got to about 20 feet in depth.

Mr. Clark indicated that there will be a very professional approach to the traffic issues. He stated he is aware of the negative issue that Mr. Whole just described and is aware that this project

will have an impact on traffic. He stated they have every intention to be aggressive in mitigating existing problems as well as the impact this project will have on traffic.

Mr. Gary Krosh, 15 Southmoor, (EDAC), asked about tax abatement.

Mr. Fromm indicated that although exact numbers are not known at this time, the project will be valued around 4 to 5 hundred million dollars once completed and that the average tax abatement they will be asking for will be around 50%, with real estate tax rates varying between commercial and retail. He stated the initial building (excluding the garage) is being financed through a bond financing program with help from the State, is about 200 million with about a 40 million dollar garage. He added those numbers will change as the process progresses.

Mr. Clark reminded everyone that the project is still being developed based on public input and the approval process. He indicated that the City will engage, at the developers' expense, a financial advisor.

Mr. Terry Schneider, 6465 Wydown, asked if the presentation is embellished artistically.

Mr. Clark replied "no". He stated that they are planning a terrific landscape plan.

Ms. Jane Sitrin, 15 Tipton Way, indicated that she is concerned that condominiums in Clayton are not selling. She asked if the market value does not warrant condos, that they won't be included in the project.

Mr. Clark commented that the market here, for the most part, has been terrific. He stated that this project will end up with about 300 residential units.

Ms. Gabrielle Farkas, 59 Tipton Way, asked if an environmental study has been performed. She has how much disruption there will be on the school and surrounding residents.

Mr. Clark stated that Clayton has strict construction regulations.

Dr. William Gossling, 8401 University, suggested an additional MetroLink station and more rails near this development.

Mr. Clark stated that the development team is world class and that all issues will be carefully studied.

Ms. Jackie Wellington, St. Louis County Economic Council, stated that the County's Economic Council is excited about the project.

Marc Lopata asked the location of the sewer.

Mr. Clark indicated that they will tie in behind the mulch pile under I-170. He stated there is currently a storm water problem to the north that will be mitigated by this project.

Marc Lopata asked if run-off from the site will be reduced.



Mr. Cage replied “yes”.

Mr. Clark indicated that the new detention basin will meet the most recent MSD requirements.

Mr. Mel Disney, 7507 Westmoreland, commented that storm water flows to Black Creek.

Mr. Cage stated that the amount of water will be decreased. He stated the project adds a considerable amount of greenspace. He stated their underground detention basin will retain all water from this project, clean it and then send in a regulated way to the storm system.

Chairman Sanger solicited final comments from the members.

Scott Wilson stated that this is a great first look.

Debbie Igielnik commented that tax incentives are not the purview of this Commission, but asked what “NPV” means as referred to in the presentation booklet.

Mr. Clark stated that the “Clayton Benefits” page Debbie referenced has not been updated and should have been presented at a later date.

Jim Liberman stated that this is a great start and that he looks forward to future presentations.

Steve Lichtenfeld agreed that this is a great start and that he is particularly impressed with the context of the development; recognizing the residential areas to the north and east; and a major educational institution to the south. He added that this is a great start knowing that this project is not isolated and is part of the community. He stated he looks forward to greater detail during future presentations.

Chairman Sanger thanked Mr. Fromm for re-investing in Clayton. He stated he looks forward to working with the development team.

Being no further business for the Plan Commission, this special meeting adjourned at 7:20 p.m.

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Recording Secretary